

MINNESOTA EXPLORER



Reach travelers in Minnesota's go-to guide to seasonal excursions and adventures

Mass Distribution

- » 384,000 copies inserted in Sunday Star Tribune Newspaper
- » 290,000 copies distributed by Explore Minnesota:
 - 120,000 Spring/Summer, 85,000 /each for Fall & Winter

Highly Anticipated Special Section

- » Read by more than 700,000 Minnesotans
- » 60% plan to keep the publication for future reference
- » 57% found the advertisements very useful
- » Engaging content – Filled with the latest things to do and places to visit across Minnesota

Source: RAM Survey 2014

Promote Your Business with a Chamber and CVB Directory Listing

- » 65% find the community directory useful
- » Includes space for logo and contact info
- » Exclusive rates for Convention and Visitors Bureau and Chamber of Commerce Advertisers

PRINT	DIMENSIONS	3X RATE	1X RATE
CVB Directory Listing	1 col (1.77") x 1.0"	\$290	\$305

CALL YOUR STAR TRIBUNE REPRESENTATIVE AT **612.673.7009** OR 1.800.829.8742

Spring/Summer 2015
Commit by February 13
Published March 22

Fall 2015
Commit by July 10
Published August 16

Winter 2015
Commit by October 9
Published November 15